

# IN PURSUIT OF SPEED

# 5<sup>E</sup>



## 2023



## SPONSORSHIP PROPOSAL



# DELL'S RACEWAY PARK EST. 1962 VICTORY LANE



**WINNING  
PERFORMANCE**

**Noah <sup>E</sup>5  
EISENHOWER**







**353 Rolling Hills Lane, Freeport, IL 61036  
815-275-6046**

Dear *Marketing Partner*:

We appreciate your interest in becoming involved with the NDE Racing (NDE) Late model team. We are currently seeking Marketing partnerships to compete in the UMA Late Model Series and various other races throughout the Midwest. Included for your review are various pieces of informative literature about the team, Late Model racing, projected expenses needed to run in all the series and the advertising opportunities available to promote your business.

Motor racing is the world's largest spectator sport, second only to soccer. A large portion of any cross section of the general public expresses a strong interest in motorsports. This market follows the fastest growing sport in America, which is supported by an ever-increasing number of corporations involved in every facet of the business. Growth rates in motorsports are breaking records while most other entertainment and promotional media are static or in decline.

The UMA Late Model Series features the top weekly short track Late Model drivers from Northern Illinois, Iowa, Minnesota, and Wisconsin in thirteen marquee events each season. With Champions and Challengers going wheel to wheel, the Series provides short track excitement. The UMA Late Model Series allows the top drivers from weekly short tracks to compete under common rules, providing the fans a tremendous show with big car counts and the best drivers our short tracks have to offer.

UMA Late models are tube chassis race cars purposefully built for infinite adjustability to gain maximum grip on the racing surface. The average Pro Late Model weighs 2700lbs and utilizes an engine producing in the neighborhood of 450 Horsepower. The engines have a maximum displacement rule of 362 cubic inches, are limited to a 10.8:1 compression ratio, and use a Holley 2-barrel carburetor or 4-barrel with the 604 Crate engine. These engine configurations have proven economical to build, reliable to operate, and provides the best balance for the 8-inch Hoosier D-800 tires that have been adopted for use during the 2021 racing season. With an approximate field of 56 teams and drivers, and each car qualifying within .5 seconds through the field, Pro Late Models provide the closest and fiercest racing competition in the Midwest!

We at NDE Racing are looking forward to not only competing but also promoting our sponsor's next season. We take pride in bringing with us a professional and courteous attitude to both fans and competitors alike. We feel that attitude is one of the most important contributors to our own success and to the success of our sponsors. We hope to have the opportunity to work together with you on developing a program that will enhance the marketing and promotional objectives of your company. If you should have any questions or comments, please feel free to contact us.

Sincerely,

*Gary Eisenhower Jr., Owner*

*Noah Eisenhower, Driver*

*NDE Racing*





PERFORMANCE

ROCK  
HARNESS

Noah Eisenhower

5

USA  
racing  
15



# WHO IS NDE RACING

**NDE RACING** is the culmination of a Father and Son team with the love of speed and competition. Formed in 2010, NDE Racing Pro/Super Late Model race team is from Freeport, IL owned by Gary Eisenhower Jr. The Driver is Noah Eisenhower who is currently 17 years old. Noah has won the respect from his competitors both old and young at the Dell's Raceway since his ability is far beyond his young age as a driver. Noah also shows great sportsmanship to all the competitors in his class. Noah's goal is to someday race in the Upper Divisions of NASCAR.

## **OWNER/CREW CHIEF**

Gary is the father of Noah and a semi-retired Race Car Driver. Gary competed in the Midwest Truck Series driving the #34 Chevy Truck for two years at the Madison International Raceway. He also has worked as Crew Chief for Reining Racing helping them win the 2008 ASA Late Model Rookie of the year at Madison International Raceway. Gary also worked as a NASCAR Official for eight years in the Elite Midwest Tour, Southeast Tour, NASCAR Truck Series, and the NASCAR Busch Series. Gary's goal is to help Noah reach his goals in racing at any level.

## **DRIVER**

My name is Noah Eisenhower, and I am 17 years old. I am the driver for NDE Racing and compete throughout Wisconsin in an Asphalt Pro/Super Late Model. We are looking for Marketing Partners for the 2023 season to make this dream come true. The 2022 season was my 2nd full year racing the Asphalt Pro Late Model and my first year running as a Super Late Model. Throughout the 2022 race season, we finished in the Top-5 one time and in the Top-10 six times running as a Pro Late Model finishing 10th place in the Season Points Championship at the Dell's Raceway. We also had three Top-10 finishes running as a Super Late Model at two different tracks throughout Wisconsin.

In 2021, I won the Dell's Raceway 2021 Pro Late Model Rookie of the Year title finishing 12th place overall in the Season Championship out of 56 cars. I also finished in 9th place overall in the Season Championship at Lafayette County Speedway running the Dirt Late Model we also owned.

Over the past 12 seasons, I have collected an amazing 59 race wins, won Two Track Championships, won the four Rookie of the Year titles, and won the 2018 Illinois Legends Young Lions Points Championship.

For 2023, I will be competing at the Dell's Raceway Weekly Late models and running a few of the Alive for 5 Super Late Model Series races. We will be updating our body and suspension incorporating the most modern technology available not only to remain competitive but to stay ahead of the competition. I also continue to explore new marketing strategies to increase sponsor exposure to the public through social media. My team will work hard to make this year the most productive.



# WHAT IS PRO SUPER LATE MODEL RACE CAR



Late Models are full sized race cars that utilize a fabricated tube chassis similar to the NASCAR race cars seen on TV. These cars are considered the weekly warriors of Short-Track throughout the Nation. This class typically sees 410-475 horsepower engines on the 8" Hoosier D-800 or 10" Hoosier 3045 tires with a fabricated chassis with a total weight of 2675-pounds. The 10.8 to 1 compression cast iron production engine platform is the basis of the class, with a maximum cubic inch allowance of 362. Newer technology includes the 5.3-liter LS motor and the General Motors '604'; crate engine have become popular combinations as well, with all three engine platforms winning on a consistent basis.

- Toyota Camry body
- GM 604 Crate Engine
- 350 Cu. In.
- Horsepower 411
- Hand Laid Fiberglass Body, Aluminum Doors
- Lexan Windshield
- Chassis: Tube frame with Integral Roll cage
- MIG Welded
- Upper & Lower Control Arms
- Camber, Caster, Toe Adjustment
- Rack Pinion Steering
- Adjustable Coil Over Shocks
- Adjustable Rear Suspension
- 15 x 8 Wheels
- Five Point Racing Harness
- Dual Caliper Disc Brake
- Quick Release Steering Wheel
- Aluminum Seat
- Wheelbase 105 Inches
- Width 65 Inches
- Overall Length 204 Inches
- Overall Height 47 Inches
- Approximate Weight 2675lbs.







## ***WHAT CAN NDE RACING DO FOR YOUR BUSINESS***

The NDE race car and driver are attention grabbers! Whenever they attend an event, excited people flock to them to see what they are all about. This gives the driver's time to interact with the fans where sponsors can be promoted through various forms of marketing. The emphasis is to increase awareness of your business, the series, and the racetracks involved. This type of marketing sets your business apart from the competition by being more involved in your community where name exposure is greatly increased.

### **What can be done at the racetrack?**

If your business is local to any of the racetracks where NDE competes, your business can concentrate on the race fans who attend. Thousands of pieces of your coupons, novelties and business literature can be distributed at the races. Especially after the races when the fans flood into the pits to interact with the drivers and sit in their cars.

### **What can be done in your community?**

Regardless of whether your business is near a track or not, NDE will focus on making your presence known within your community. Research is done to locate all local events, such as, parades, car shows, personal appearances, etc., where your literature can be hand distributed to the thousands of spectators who attend. NDE allows race fans to sit in the race cars, sign autographs and take photos of the cars and drivers.

### **What other types of exposure are there?**

NDE can make appearances throughout the year. Magazines and newspaper articles can be published as well, where stories about the team, its driver and sponsors are mentioned. Press releases can be made available to be published in the local newspapers. These media opportunities allow for sponsors to be mentioned and written into the stories. The Triple Crown Pro Late Model Series and the Alive for 5 Series Super Late Model events are televised races broadcasted over the Internet on Pit Row TV for a World-wide audience geared toward race fans. Your Brand will be seen Nationally and also announced during qualifying by the announcer. We also have a Facebook page that allows fans and sponsors to follow NDE Racing on a Social network that reaches an unlimited fan base and potential Customers. The link shown will take you to our Facebook page ([facebook.com/NDE Racing](https://facebook.com/NDE.Racing) - Noah Eisenhower). NDE Racing also is on the World Wide Web and can be found at [nderacing.com](http://nderacing.com). Our schedule, Sponsors, Photos and Videos are listed on this site and is shared on Social Media.



# SPONSORSHIP OPTIONS

## PREMIER SPONSOR

**\$10,000**

*One Premier  
Sponsorship*

- The best advertising positions on the car and trailer
- The car painted with sponsor colors
- The driver's uniform decorated with name/logo and sponsor colors - *additional charge*.
- Driver's helmet decorated with name/logo and sponsor colors - *additional charge*.
- Title mention as sponsor's race team in all verbal & written references
- Promotional rights to car, driver image and team name for marketing purposes
- The greatest concentration of time to promotional activities
- Personal promotion by driver
- Sponsor located on front of all autograph cards
- Receive subscription to newsletter
- Pre-season meeting and photographs
- Receive photo of car

## MAJOR SPONSOR

**\$1,500**

*Six Major  
Sponsorships*

- Maximum of 6 major sponsors
- Share large advertising space either on each side of car, hood, roof or trunk lid
- Share large advertising space on trailer sides and/or rear door - *additional charge*.
- Share title mention in all verbal & written references
- Share promotional rights to car, driver image and team name for marketing purposes
- Share concentration of time to promotional activities
- Share personal promotions by driver
- Share space on drivers' uniform
- Share space on back of all autograph cards
- Receive subscription to newsletter
- Pre-season meeting and photographs
- Receive photo of car

## ASSOCIATE PRODUCT SPONSOR OR EQUIVALENT PRODUCT

**\$500**

- Unlimited number of Associate/ Product Sponsors
- Share limited advertising space on car and/or trailer
- Share promotional rights to car, drivers' image, and team for marketing purposes
- Share concentration of time to promotional activities
- Share personal promotions by driver
- Share space on back of all autograph cards
- Receive subscription to newsletter
- Pre-season meeting and photographs
- Receive photo of car

**All amounts are flexible and subject to sponsor needs**



# PROMOTIONAL SERVICES OFFERED TO SPONSORS

## SPONSOR NAME/LOGO ON CAR, TRUCK HAULER, AND UNIFORM

The sponsor's name and/or logo decal may be placed on the car, hauler, and drivers' uniform. The items may also be decorated with the sponsor colors. This will be done in a manner that will make the company highly visible at all races, events and during transit between locations.

## ADVERTISING

The team offers a wide variety of options for its sponsors to increase name awareness through visibility in the community, with the intent to ultimately improve sponsor revenue. These may include but are not limited to all types of at-track and car show advertising, personal appearances, parades and media coverage. The team will work with sponsors to customize a program which will best suit the needs of their specific advertising objectives.

## ATTENDING SPONSOR EVENTS

The team offers involvement in sponsor events such as open houses, anniversaries, sales events, picnics, etc. These events not only increase the company's exposure through community attendance, but also improve public relations, employee unity and morale. They can also help to increase the company's clientele base and customer loyalty.

## PRE-SEASON TOUR WITH SPONSORS

The team will stop at each of the sponsor locations to show the car, take photographs and answer any questions that the sponsors may have. Copies of photographs will be given to the sponsors.

## COLOR PHOTOGRAPH OF CAR AND DRIVER

A framed color photograph will be provided to every sponsor on the team.

## RACING SCHEDULE

A racing schedule will be available online at [nderacing.com](http://nderacing.com) and will be updated throughout the season.

## SOCIAL MEDIA

NDE Racing has a large following on Tik Tok and Facebook and keeps in constant contact with all of our Sponsors and Fans by offering insight on how we are doing at the races and events. This also helps get our Sponsors in front of more potential Customers. We link all of our Sponsors to our page to help increase traffic to your websites. You can follow us at the link below!

**[NDEracing.com](http://NDEracing.com)**

**f i d t s @nderacing**

**YouTube Noah Eisenhower**





# NDE RACING 2023 PRO LATE MODEL RACING BUDGET

## TRAVEL

<b>Pit Pass &amp; Entrance Fees</b>	6 Team Members @ \$35 ea. x 13 races	<b>\$2,730</b>
<b>Food for drivers &amp; crew</b>	6 Team Members @ \$15 ea. x 13 races	<b>\$1,170</b>
<b>Fuel : Haulers/Trailers</b>	1 Hauler @ \$150 x 13 races + 3 test dates	<b>\$2,400</b>

## SUPPLIES

<b>Hardware</b>	Miscellaneous Nuts & Bolts	<b>\$ 250</b>
<b>Solvents</b>	Cleaning & Lubrication	<b>\$ 300</b>
<b>Race Car Motor Oil</b>	1 car @ \$80 ea. x 6 changes	<b>\$ 480</b>
<b>Race Car Fuel</b>	1 car @ \$100 ea. x 13 changes + 3 test dates	<b>\$1,600</b>
<b>Race Car Tires</b>	1 car, 4 tires per night @ \$170 ea. x 13 races + 4 tests	<b>\$2,890</b>
<b>Wrap &amp; Decals</b>	Additional Decal Needs	<b>\$1,650</b>

## MAINTENANCE

<b>Race Car Repairs</b>	Frame damage, wheel damage, etc	<b>\$3,500</b>
<b>Engine</b>	Freshen up 1 motor per season	<b>\$2,000</b>
<b>New 2023 Body</b>	Five Star New Body - repair damage	<b>\$2,500</b>
<b>Shocks</b>	2 new shocks for different setups	<b>\$ 800</b>
<b>Springs</b>	2 new springs for different setups	<b>\$ 250</b>

## PROMOTIONS

<b>Photographs</b>	From Track Photographers	<b>\$ 200</b>
<b>Event Fees</b>	Parades, Shows, and Charities	<b>\$ 125</b>

## OFFICE SUPPLIES

<b>Miscellaneous</b>	Paper, Envelopes, Ink, Folders, Stamps, etc.	<b>\$ 200</b>
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## LICENSE

<b>UMA Registration</b>	6 Team Members @ \$35 ea.	<b>\$ 210</b>
<b>Trailer Registration</b>	Illinois Secretary of State	<b>\$ 180</b>

<b>Total Estimated Budget</b>	<b>\$23,435</b>
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# NDE RACING 2023 SUPER LATE MODEL RACING BUDGET

## TRAVEL

Pit Pass & Entrance Fees	6 Team Members @ \$35 ea. x 5 races	\$ 1,050
Food for drivers & crew	6 Team Members @ \$15 ea. x 5 races	\$ 450
Fuel : Haulers/Trailers	1 Hauler @ \$150 x 5 races + 2 test dates	\$ 1,050

## SUPPLIES

Race Car Motor Oil	1 car @ \$80 ea. x 6 changes	\$ 480
Race Car Fuel	1 car @ \$100 ea. x 5 changes + 5 test dates	\$ 1,000
Race Car Tires	1 car, 4 tires per night @ \$200 ea. x 5 races	\$ 4,000

## MAINTENANCE

Engine	New 5.3 LS motor	\$17,500
Shocks	2 new shocks SLM setup	\$ 800
Springs	4 new springs SLM setup	\$ 500

## Total Estimated Budget

**\$26,830**

This budget is for running the Alive for 5 Super Late Model Series at the Dell's Raceway. In order to be more competitive, a new 5.3 LS motor would need to be purchased and installed to run for the Rookie of the Year title or Championship title. The tire cost per race is \$800 for four tires that have to be purchased for each race and an additional set is usually needed for practice to help dial in the car. The new motor would also allow us to run in the TUNDRA Super Late Model Series and the ARCA Midwest tour races which both are televised races. The additional National televised coverage would be a great ROI benefit for your brand and could be used in your marketing.









# Noah <sup>E</sup>5 EISENHOWER ACCOMPLISHMENTS



## **2022 - UMA Pro Late Model Series (Asphalt); UMA Super Late Model Series (Asphalt)**

- 10th Place out of 56 competitors in the Season Points Championship - Dell's Raceway Park
- (1) Top 5 finish
- (9) Top 10 finishes

## **2021 - UMA Pro Late Model Series (Asphalt); IMCA Limited Late Model Series (Dirt)**

- 12th Place out of 56 competitors in the Season Points Championship - Dell's Raceway Park
- 2021 Late Model Rookie of the Year- Dell's Raceway Park
- 9th Place Season Championship Lafayette County Speedway - IMCA Limited Late Models
- (10) Top 10 finishes
- (5) Top 15 finishes

## **2020 - UMA Pro Late Model Series (Asphalt); IMCA Limited Late Model Series (Dirt)**

- 1 Win
  - (10) Top 5 finishes
  - (13) Top 10 finishes
  - (4) Top 15 finishes
  - 10th Place Season Championship Lafayette County Speedway - IMCA Limited Late Models
  - 27th Place out of 62 competitors in the Season Points Championship - Dells Raceway Park
- Ran only 5 races due to Covid*

## **2019 - Wisconsin Fastrac Legends Series**

- 4 Wins
- (9) Top 5 finishes
- (22) Top 10 finishes
- (4) Top 15 finishes
- (1) Top-20 finish
- 5th Place Season Championship Dells Raceway Park
- 5th place Season Championship Jefferson Speedway
- 11th in Nation INEX Dirt - Young Lions Division
- 25th in Nation INEX Asphalt - Young Lions Division
- 25th in Nation INEX Touring Points - Young Lions Division

# ACCOMPLISHMENTS



## 2018 - Wisconsin Fastrac Legends Series

- 6 Wins
- (9) Top 5 finishes
- (14) Top 10 finishes
- (4) Top-15 finishes
- (1) Top 20 finish
- 2018 Rookie of the Year - Dells Raceway Park
- 2nd Place Season Championship Dells Raceway Park
- 2018 Illinois State Champion - Legends Young Lions Division
- 4th place Season Championship Jefferson Speedway

## 2017 - Wisconsin Fastrac Legends Series

- (4) Top 5 finishes
- (4) Top 10 finishes
- (1) Top 15 finish
- (1) Top 20 finish
- Participated in races at two different race tracks in Wisconsin.
- Ran a limited schedule to keep Rookie status for 2018, finished 20th out of 44 cars at Jefferson Speedway.
- Ran a limited schedule to keep Rookie Status for 2018, finished 13th out of 23 cars at Dell's Raceway park.

## 2016 - Central States Region Super Cup Series

- Participated in races at five different race tracks in Illinois, Indiana and Wisconsin.
- 2016 Top 3 Qualifier with five Top-3 qualifying and 1 pole.
- 2 Feature wins, 2 Heat wins, 7 Top-3 finishes, 12 Top-5 finishes, 1 Top-10 finish
- Finished 3rd in Central States Region Super Cup Series out of 19 cars.  
*Twenty-two points out of 1st place*
- Finished 3rd out of 10 cars in Hooker Harness Super Cup Series at the Rockford Speedway.
- 2016 Central States Region Super Cup Series "Hard Charger Award"

## 2015 - Central States Region Super Cup Series

- Participated in races at three different race tracks in Illinois and Wisconsin.
- Qualified in the Top - 5 in most races.
- (1) Feature win, (2) Heat wins, (12) Top 5 finishes, (5) Top 10 finishes, (1) Top 15 finish
- Finished 11th\* in Central States Region Super Cup Series out of 20 cars.
- Finished 5th out of 10 cars in Hooker Harness Super Cup Series at the Rockford Speedway.

*Note - Could not complete all the races due to Noah breaking his arm and was out for 6 weeks until his Doctor's release.*





# ACCOMPLISHMENTS

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## **2014 - Central States Region Super Cup Series**

- Participated in races at four different race tracks in Illinois, Indiana and Wisconsin.
- Qualified in the Top 3 every race and finishing in the Top 5 every race and winning 2 Heat and 2 Feature races.
- Finished in 11th place\* in Central State Region Super Cup Series.
- Finished 3rd in the Hooker Harness Super Cup Series at the Rockford Speedway.
- Won the Rockford Speedway 2014 Driver Development Award voted on by Drivers and Fans.
- Became the youngest Feature winner ever at the Rockford Speedway at the age of 9 years old racing with adults. *Still holds the record in 2017.*
- Noah was featured in January 2015 "Circle Track Racing Magazine" All-Star Performers segment.

*Note - Could not complete all the races due to Noah breaking involved in a bad wreck and car could not be repaired in time to finish season out.*

## **2013 - Central States Region Super Cup Series**

- Participated in races at four different race tracks in Illinois, Indiana and Wisconsin.
- Finished in the Top 5 two times, Top 10 eight times and Top 15 two times.
- Finished in the Central State Region Super Cup Series in 9th place
- Won the S.T.A.R.S. 2013 Rookie of the Year award.

## **2012 - Kid Kart**

- Participated in races at three different race tracks in Illinois and Wisconsin.
- (7) Feature wins, Top 5 two times.
- Broke track record at Thunder Valley Raceway with an 8.0 second lap time.
- Finished 2nd place at Thunder Valley Raceway Points Championship.
- 2012 Bulldog Sprints Kid Kart Champion - Durand, IL

## **2011 - Kid Kart**

- Participated in races at three different race tracks in Illinois and Wisconsin.
- (12) Feature wins, 5 - 2nd Place finishes.
- Kid Kart Champion at Thunder Valley Raceway Points Championship.  
*2nd Championship win*
- 2011 Bulldog Sprints Kid Kart Champion - Durand, IL
- 2011 Kid Kart Feature winner at the "Race on the Rock"

## **2010 - Kid Kart**

- Participated in races at Thunder Valley Raceway.
- (12) Feature wins, (1) 2nd Place finish.
- Kid Kart Champion at Thunder Valley Raceway Points Championship.  
*1st Championship win*



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[NDERacing.com](http://NDERacing.com)

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YouTube Noah Eisenhower



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